

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of the claims in the application:

Listing of Claims:

1. (Currently Amended) A method of displaying electronic graphical information in a magazine, the steps comprising:

providing one or more adjacent flexible pages bound together at a binding;

providing a flexible self-contained electronic graphical information displaying means, the self-contained electronic graphical information displaying means including:

an electronic image display membrane,

control circuitry operatively communicated to the electronic image display membrane for use in electronically displaying graphical information on the electronic image display membrane, and,

at least a first power cell operatively communicated to the control circuitry for use in supplying power to the control circuitry;

affixing the electronic image display membrane to at least one of the flexible pages; and,

~~automatically~~ selectively displaying at least a first electronic image ~~information message~~ on the electronic image display membrane.

2. (Currently Amended) The method of Claim 1, wherein the step of providing a flexible self-contained electronic graphical information displaying means, the self-contained electronic graphical information displaying means further comprising:

providing a sensor for use in determining the proximity of the one or more adjacent flexible pages; and,

wherein before the step of ~~automatically~~ selectively displaying at least a first electronically ~~preprogrammed information message~~ image on the electronic image display membrane, the step further comprising:

sensing the turning of a flexible page adjacent to the electronic image display membrane.

3. (Original) The method of Claim 1, further comprising the step of:
affixing the control circuitry to the binding.

4. (Original) The method of Claim 1, further comprising the step of:
affixing the control circuitry to one of the flexible pages.

5. (Currently Amended) The method of Claim 2, wherein the step of providing a flexible self-contained electronic graphical information displaying means further includes:
providing electronic information storage means.

6. (Original) The method of Claim 5, further comprising the step of:
selectively communicating the electronic information storage means to the control circuitry.

7. (Currently Amended) The method of Claim 6 [[5]], wherein before the step of selectively communicating the electronic information storage means to the control circuitry, the step further comprising:

preprogramming the electronic information storage means with at least one electronic graphical image.

8. (Currently Amended) The method of Claim 5, wherein the step of providing a flexible self-contained electronic graphical information displaying means, the self-contained electronic graphical information displaying means further comprising:

an electronic data receiving port operatively communicated to the control circuitry; and,
further comprising the step of:

selectively operatively communicating the electronic information storage means to the control circuitry, and,

programming the electronic information storage means with at least one electronic graphical image, via electronic data receiving port.

9. (Currently Amended) A self-contained electronic graphical information displaying apparatus magazine, comprising:

~~at least first and second flexible pages bound together at a binding;~~

a thin electronic image display device membrane fixedly attachable attached to an associated device ~~the first flexible page~~;

electronic control circuitry operatively communicated to the electronic image display device ~~membrane~~;

at least a first power cell operatively communicated to the electronic control circuitry for use in supplying power to the electronic control circuitry, wherein the electronic image display device, circuitry, and power cell are contained within one housing, wherein the apparatus is selectively removable when attached to an associated device.

10. (Currently Amended) The apparatus ~~magazine~~ of Claim 9, further comprising:

electronic information storage means being selectively removable with respect to the electronic control circuitry.

11. (Currently Amended) The apparatus magazine of Claim 10, further comprising:
user interface means operatively communicated to the electronic control circuitry.

12. (Currently Amended) The apparatus magazine of Claim 11, further comprising:
sensor means for use in determining the proximity of [[the]] at least a first flexible page with respect to [[the]] at least a second flexible page on an associated magazine, wherein the apparatus is selectively, removably attached to the magazine.

13. (Currently Amended) The apparatus magazine of Claim 12, further comprising:
audio transmitting means operatively communicated to the electronic control circuitry.

14. (Currently Amended) The apparatus magazine of Claim 9 ~~[[13]]~~, wherein the control circuitry is programmed to, at predetermined intervals, transmit audio signals or video images. ~~audio-transmitting means is a speaker.~~

15. (Currently Amended) A method of displaying electronic graphical information in an associated magazine pamphlet having one or more associated pages, the steps comprising:
providing a thin self-contained electronic image display device;
preprogramming the electronic image display device with at least a first preprogrammed electronic graphical information message;
affixing the electronic image display device to the at least a first associated page; and,
displaying the electronic graphical information message on the electronic image display device.

16. (Currently Amended) The method of Claim 15, wherein the step of displaying the electronic graphical information message on the electronic image display device, includes:

automatically displaying the electronic graphical information message on the electronic image display device.

17. (Currently Amended) The method of Claim 15, further comprising the step of:

selectively removing the electronic image display device from the associated magazine pamphlet, such that the electronic image display device is still capable of displaying the electronic graphical information.

18. (Currently Amended) The method of Claim 17, wherein the step of providing a thin self-contained electronic image display device, includes:

providing a thin self-contained electronic image display device having a user interface ~~means for use in~~ receiving associated user input; and,

further comprising the step of:

automatically displaying the electronic graphical information message on the electronic image display device responsive to the input from the user interface means.

Please add new claims 19-26 as follows:

19. (New) The method of claim 1, wherein the self-contained electronic graphical information displaying means is selectively, removably attached to the flexible pages, such that the electronic image display membrane is still capable of displaying the electronic graphical information when removed.

20. (New) The apparatus of claim 12, wherein the magazine has a binding and the control circuitry is located in the binding.

21. (New) The method of claim 5, wherein the method further comprises the steps of:

preprogramming the electronic information storage means with at least one electronic graphical image; and/or

re-programming the electronic information storage means with at least one different electronic graphical image.

22. (New) The apparatus of claim 9, wherein the electronic image display device is still capable of displaying the electronic graphical information after removal, the apparatus further comprising:

at least one sensor capable of detecting the proximity of a person.

23. (New) The apparatus of claim 22, wherein the at least one sensor further comprises means to display an electronic graphical image or emit a sound dependent upon the proximity of the person.

24. (New) The apparatus of claim 9, wherein the electronic image display device is still capable of displaying the electronic graphical information when removed.

25. (New) A method of displaying electronic graphical information on an associated device, the steps comprising:

providing a thin self-contained electronic image display device;

preprogramming the electronic image display device with at least a first preprogrammed electronic graphical information message;

affixing the electronic image display device to the associated device; and,

displaying the electronic graphical information message on the electronic image display device, wherein the electronic image display device is contained within one housing, wherein the housing is selectively removable when attached to the associated device.

26. (New) The method of claim 25, wherein the electronic image display membrane is still capable of displaying the electronic graphical information when removed.